CLAIMS

1.   A computer-readable medium having instructions recorded thereon, which instructions, when executed, cause at least one processor in communication with a web site to:

accept a data object from the web site describing an order; and

transmit a notification, upon receipt of payment for the order, to initiate order fulfillment.

2.   The computer-readable medium according to claim 1 wherein the instructions defining the acceptance of the data object further include instructions defining accepting the data object through a communication channel.

3.   The computer-readable medium according to claim 1 wherein the instructions defining accepting the data object further define accepting the data object across a network firewall.

4.   The computer-readable medium according to claim 1 wherein the instructions defining accepting the object further define creating a self-contained module incorporating data and the processing to be performed on the data.

5.   The computer-readable medium according to claim 1 wherein the instructions defining accepting the data object further define loading the data object to an electronic file storage.

6.   A computer-readable medium having instructions recorded thereon, which instructions, when executed, cause a computer in communication with a web site to:

accept a first data object from the web site describing an order requiring shipment;

accept a second data object from a point-of-sale module indicating a payment having been received for the order;

match the first and second objects according at least one data element common to both objects; and

transmit notification that a fulfillment operation is to commence.

7.   The computer-readable medium according to claim 6 wherein the instructions defining the acceptance of the first data object further include instructions defining accepting the first data object through a communication channel.

8.   The computer-readable medium according to claim 7 wherein the instructions defining accepting the first data object further define accepting the first data object across a network firewall.

9.   The computer-readable medium according to claim 6 wherein the instructions defining accepting the first data object further define loading the first data object to an electronic file storage.

10.   The computer-readable medium according to claim 6 wherein the instructions defining the acceptance of the second data object further include instructions defining accepting the second data object through a communication channel.

11.   The computer-readable medium according to claim 11 wherein the instructions defining accepting the second data object further define accepting the second data object across a network firewall.

12.   The computer-readable medium according to claim 6 wherein the instructions defining accepting the second data object further define loading the second data object to an electronic file storage.

13.   A method for executing a transaction comprising:

        from a location at a vendor's place of business, a user initiating, from a terminal, an order from a web site affiliated with the vendor;

the vendor accepting payment from the user, at the place of business, in return for the order; and

the vendor initiating shipment of the order to the customer, from a location separate from the place of business.

14.   The method according to claim 13 wherein the user initiating the order further includes transmitting data describing the order from the web site to a computer operated by the vendor for point-of-sale processing.

15.   The method according to claim 14 wherein transmitting data further includes transmitting data over a communication channel.

16.   The method according to claim 15 wherein transmitting the data further comprises transmitting the data across a network firewall.

17.   The method according to claim 14 wherein the vendor accepting payment further includes transmitting notification of received payment to a software module which performs fulfillment processing.

18.   The method according to claim 17 wherein transmitting the notification further includes transmitting notification over a communication channel.

19.   A method for executing a transaction initiated through a web site comprising:

accepting a first data object from the web site describing an order requiring shipment;

accepting a second data object from a point-of-sale module indicating a payment having been received for the order;

matching the first and second objects according at least one data element common to both objects; and

transmitting notification that order fulfillment is to commence.

20. The method according to claim 19 wherein the matching is performed by at least one human operator.

21. A method for executing a transaction comprising:

a user initiating, from a terminal, an order from a web site affiliated with a vendor;

the vendor accepting payment from the user, at the place of business, in return for the order; and

the vendor initiating shipment of the order to the customer, from a location separate from the place of business.

22. The method according to claim 21 wherein the initiating occurs at a location separate from the vendor's place of business.

23. A system for executing a transaction comprising:

means for a user to initiate from a terminal, from a location at a vendor's place of business, an order from a web site affiliated with the vendor;

means for the vendor to accept payment from the user, at the place of business, in return for the order; and

means for the vendor to initiate shipment of the order to the customer, from a location separate from the place of business.

24. The system according to claim 23 further comprising means for transmitting data describing the order from the web site to a computer operated by the vendor for point-of-sale processing.

25. The system according to claim 24 further comprising means for transmitting data over a communication channel.

26. The system according to claim 25 further comprising means for transmitting the data across a network firewall.

27.   The system according to claim 24 further comprising means for transmitting notification of received payment to a software module which performs fulfillment processing.

28.   The system according to claim 27 further comprising means for transmitting the notification over a communication channel.

29.   A system for executing a transaction initiated through a web site comprising:

means for accepting a first data object from the web site describing an order requiring shipment;

means for accepting a second data object from a point-of-sale module indicating a payment having been received for the order;

means for matching the first and second objects according at least one data element common to both objects; and

means for transmitting notification that order fulfillment is to commence.

30.   The system according to claim 29 further comprising means for matching to be performed by at least one human operator.

31.   A system for executing a transaction comprising:

means for a user to initiate, from a terminal, an order from a web site affiliated with a vendor;

means for the vendor to accept payment from the user, at the place of business, in return for the order; and

means for the vendor to initiate shipment of the order to the customer, from a location separate from the place of business.

32.   The system according to claim 31 further comprising means for initiating the order at a location separate from the vendor's place of business.